

# ASI Cal State LA

## Draft Strategic Initiatives

### SPC Spring 2017

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*Revised - 04/13/2018*

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#### Create a vibrant, inclusive, and welcoming campus that promotes student success and encourages active civic engagement.

- Increase Golden Eagle Pride by creating new traditions and annual events with strong marketing campaigns.
- Promote funding and leadership opportunities to clubs and organizations through student involvement and engagement.
- Build connections with club and organizations through funding, collaboration, and engagement.
- Increase the accessibility of ASI's programs to the student population.
- Secure consistent and active representation on campus and standing committees to ensure a positive campus climate for Cal State LA students.
- Design and implement programs that promote civic and democratic engagement, encourage global learning and a diverse and socially responsible campus.
- Strengthen overall campus partnerships between ASI, the University, and the student body that support academic excellence, scholastic environment, and student activism.
- Formalize and nurture partnerships with off-campus community entities to improve the student experience at Cal State LA.

**How will we know we are making progress? – example metrics:**

**Commented [BP1]:** These are good examples for possible methods to measure impact of the strategic initiatives. In the final plan, each of these should be tied to a strategic goal so that each goal has a method of assessment attached to it.

- Increase advocacy and civic engagement focus in all programs and initiatives. – by how much? How will this be measured?
- Increase and track opportunities for student involvement in ASI and campus wide committees.
- Assess and document ASI Student Government’s impact on campus culture (i.e. surveys, focus groups, etc.)
- Review demographic data from general marketing and branding efforts and through a targeted social media plan.

## Provide dynamic, effective, and interactive programs and events to help students develop life skills for their current and future success.

- Aid in the development of a series of programs for student leaders on budget development, program implementation, and financial management.
- Educate ASI student leaders and student committee members on how to effectively serve on ASI and University committees.
- Empower students with tools for advocacy to voice their concerns on important issues and influence decision makers.
- Promote avenues to encourage students to voice their concerns on important issues.
- Identify and encourage potential student leaders to positively be engaged at Cal State LA and the surrounding community.
- Collaborate with the University to create annual programs about financial literacy to help students pay for college.

**Commented [BP2]:** Is this the same as the point below? This one is a stronger statement.

**Commented [BP3]:** Duplicate? If so, recommend deleting this one.

**Commented [BP4]:** "positive" places a value on the engagement, which could imply there is a right and wrong way to be engaged

### How will we know we are making progress? – example metrics:

- Increase collaborations offering involvement and programming addressing financial literacy, life in and after college success planning.
- Provide regular status report regarding important issues affecting students. - to whom are the reports directed? Is it informative to the students or more like a call to action for the administration?
- Assess our impact on the collegiate experience of Cal State LA students each semester and annually.

**Commented [BP5]:** This is worded like a strategic goal, rather than a measurement outcome. Are you wanting to measure the collaborations or the learning students gain from the programs?

As the official student voice, ASI will ~~assesses~~ and ~~aligns~~ resources to meet the student needs.

- Develop tools to consistently assess the effectiveness and impact of ASI's programs and services.
- Analyze current and predict future student needs to guide the development and prioritization of action plans to properly serve the student body.
- Review the current leadership and organizational structure of ASI to improve organizational effectiveness.
- Evaluate the long-term financial stability of ASI and the existing fee structure to better meet pressing student needs.
- Refine our marketing strategies to increase student engagement with ASI.
- Through data driven practices, identify the needs and interests of the student body on an annual basis to serve as an organizational guideline.
- Ensure the culture of advocacy is integrated ~~throughout~~ into the duties of all ASI student leaders.

**How will we know we are making progress? – example metrics:**

- Regular assessment of monthly and annual spending during budget reviews to determine trends.

- Assess data captured from training surveys, and ~~e~~Evaluations tools to assist with updating ASI Administrative Manual and ~~t~~Trainings ~~to~~ ensuring student leader growth and capability.